



Grand Encampment Knights Templar

Membership Committee PowerPoint Presentation for Planned Projects 2022-23



PLEASE NOTE THAT THIS IS MEANT TO BE A “PARTICIPATIVE” SESSION.

WE WANT TO HEAR FROM ALL OF YOU IN AN OPEN DISCUSSION OF ALL THAT CONCERNS THE “HEALTH AND WELFARE” OF OUR FRATERNITY

► This morning we are going to:

WE ARE GOING TO GO OVER THE RESULTS OF THE MEMBERSHIP WORKSHOPS YOU ALL PARTICIPATED IN LAST YEAR AND WHAT THEY MIGHT MEAN TO YOU.

HAVE AN OPEN DISCUSSION ON:

WHERE DOES OUR FRATERNITY STAND TODAY?

WHAT DO THESE TRENDS INDICATE TO US?

HOW THIS WILL IMPACT US

WHAT CAN WE DO TO REVERSE THIS?

WHO WILL TAKE THIS ON AND WHAT ARE WE GOING TO DO?

SETTING GOALS AND DEVELOPING A STRATEGIC PLAN

AND FINALLY, WE WILL CONDUCT ANOTHER BREAKOUT WORKSHOP WHERE YOU WILL UTILIZE ALL OF THE INFORMATION WE WILL COVER THIS MORNING.





Mission Statement

We will create an atmosphere wherein membership in Templar Masonry provides a life-changing experience which inspires all who strive for self-improvement and opportunities to make a positive difference in the fraternity and their community at large.

Vision Statement

For this 69th Triennium we will administer a campaign designed to achieve the membership goals as established by the Most Eminent Grand Master from time-to-time by providing specific programs that will assist the Grand, Constituent and Subordinate Commanderies in achieving their goals for this 69th Triennium.



GRAND ENCAMPMENT MEMBERSHIP **WORKSHOP RESULTS USAGE**

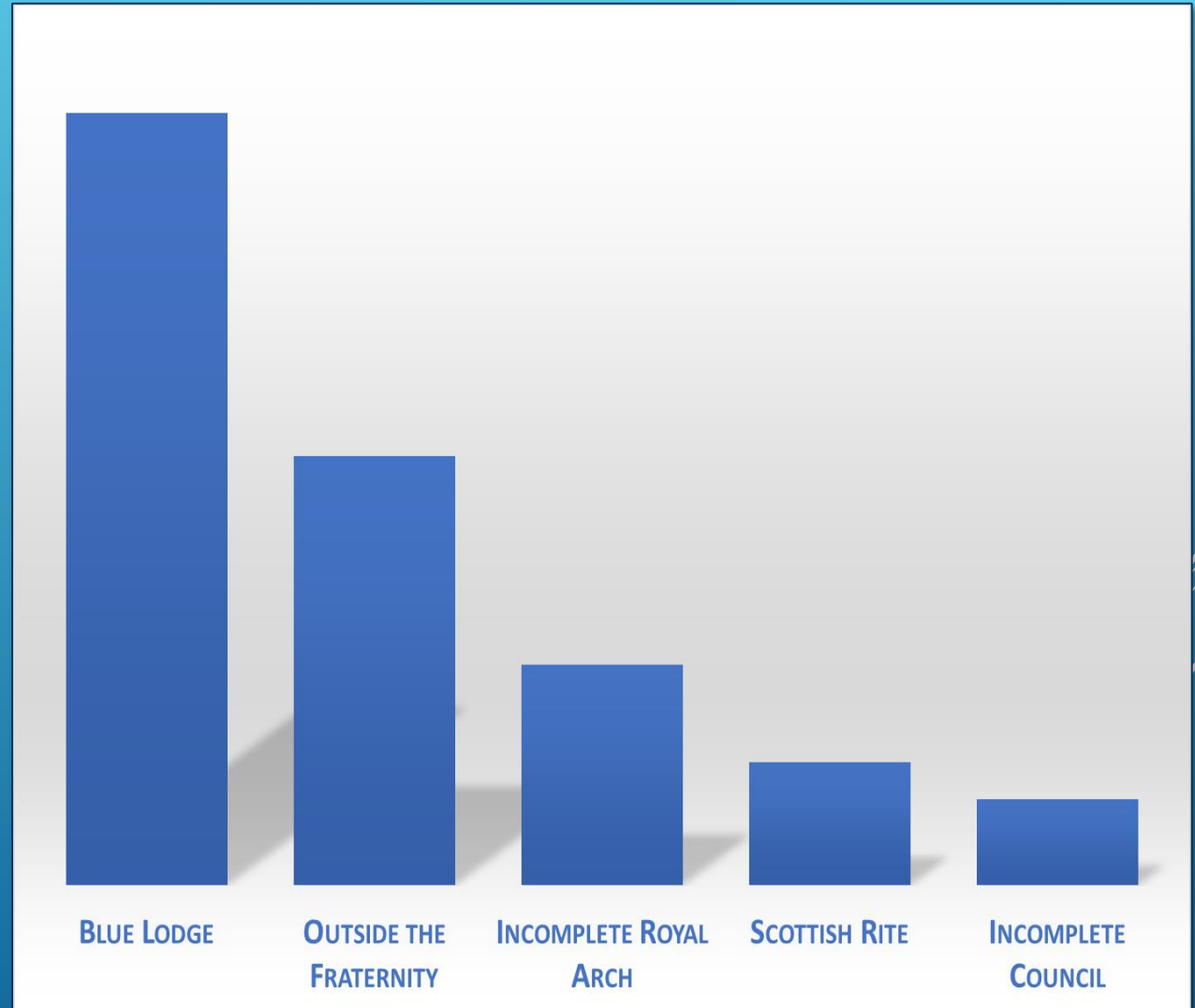
It is not our intention to tell you what you should or should not do with this information.

This data is provided to you as a tool for YOU to use to develop membership programs for your jurisdiction.



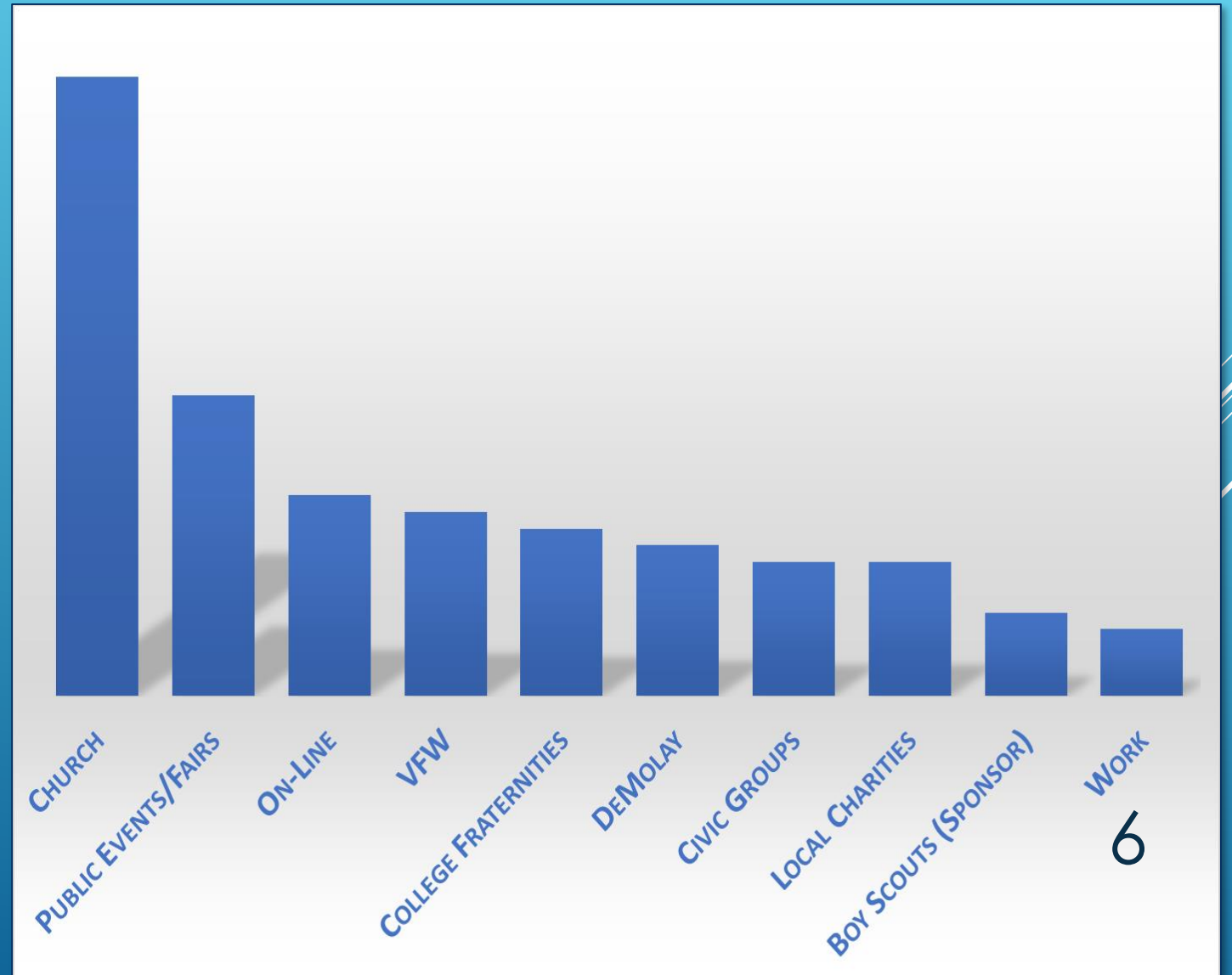
GRAND ENCAMPMENT MEMBERSHIP

**RECRUITMENT,
list from highest
to lowest where
our efforts would
be best
concentrated**



GRAND ENCAMPMENT MEMBERSHIP

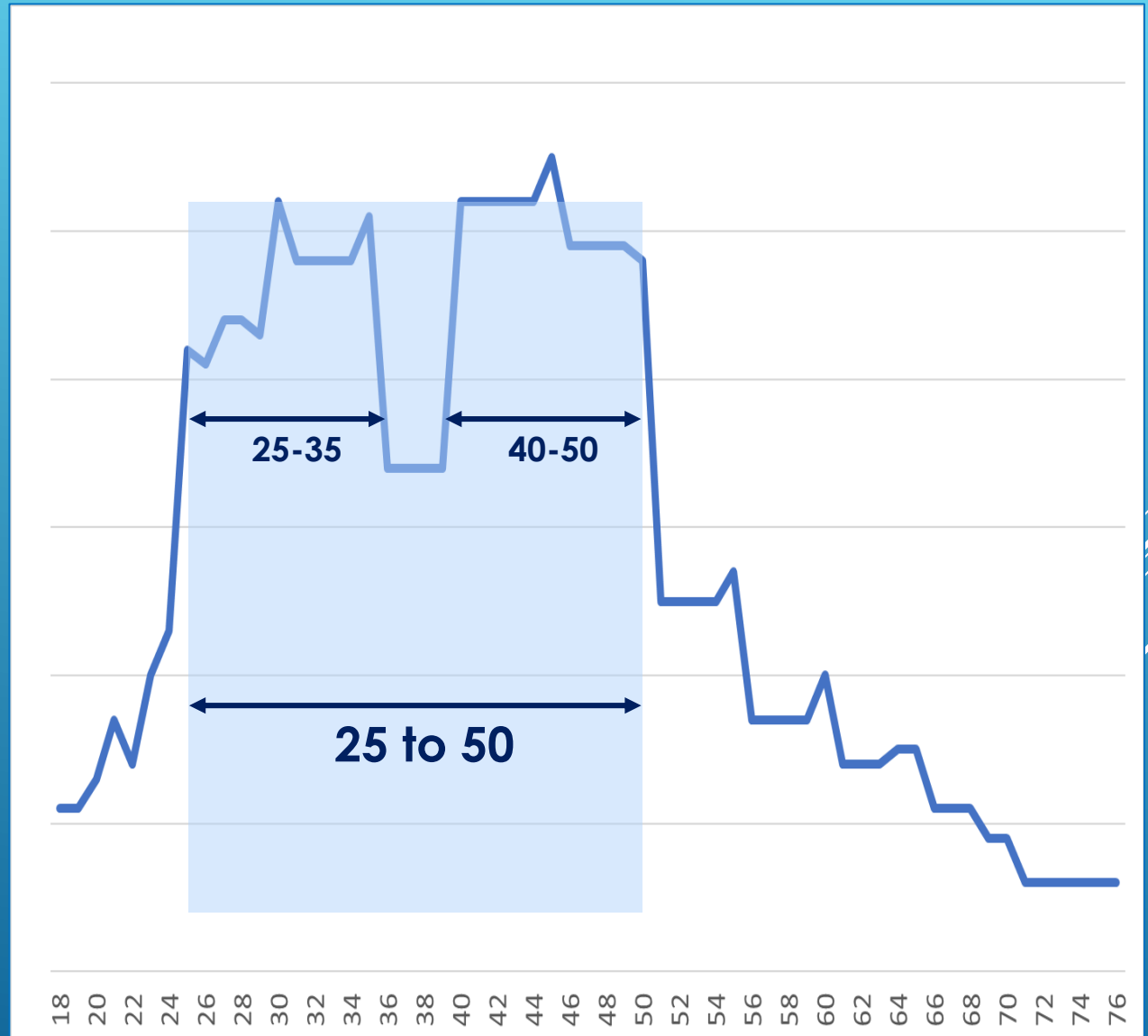
For recruiting outside the fraternity, our Churches were listed as the highest possibilities.



GRAND ENCAMPMENT MEMBERSHIP

For which age group(s), the consensus ranged in the areas indicated here.

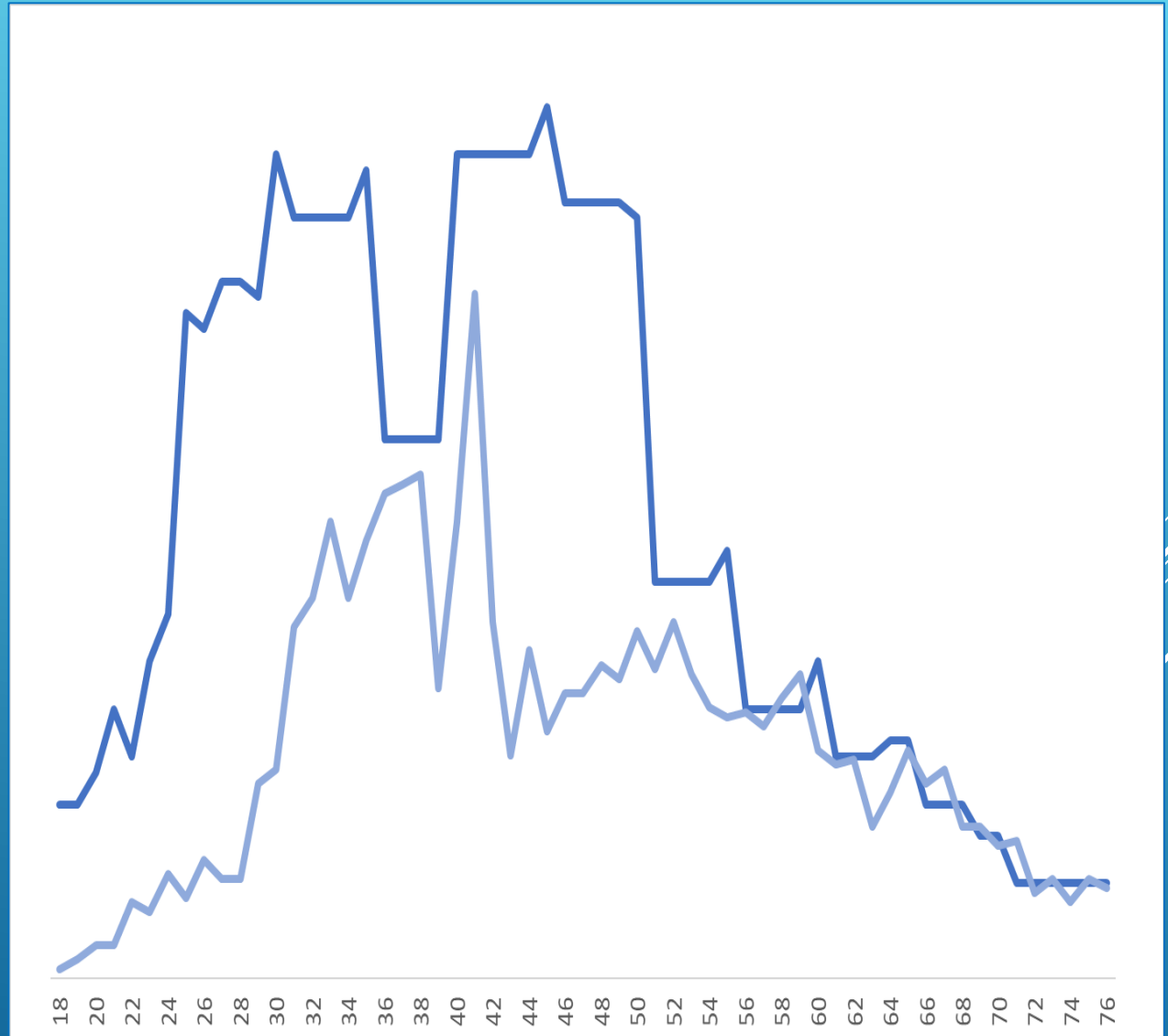
They indicate that the two age groups ranged from 25-35 at the younger level to 40-50 in the older group.



GRAND ENCAMPMENT MEMBERSHIP

The dark blue line represents the age ranges that we thought were where we should focus our recruitment efforts.

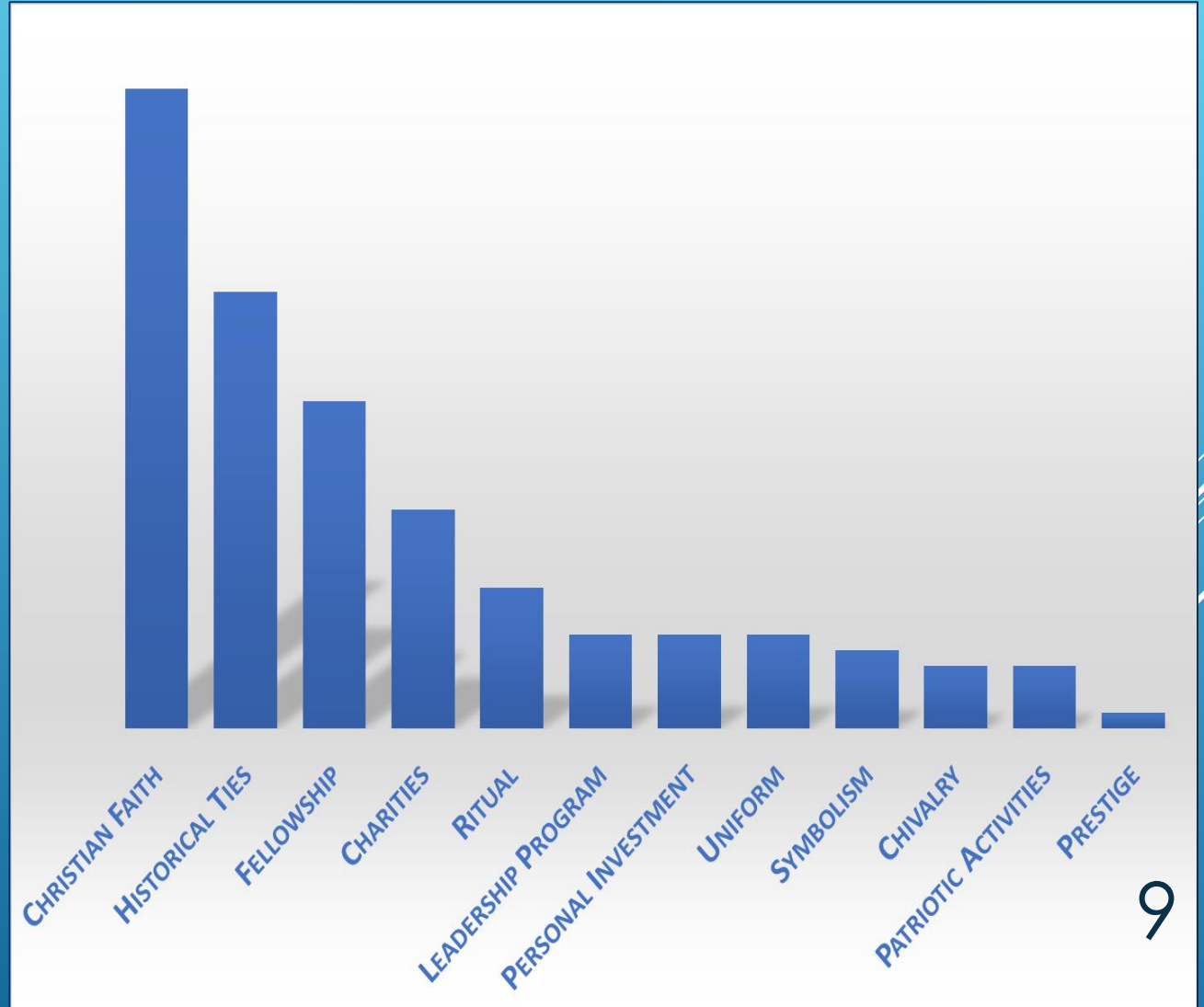
The light blue line represents our Membership in the US who have less than 1-year seniority according to MMS on 18JUL22



GRAND ENCAMPMENT MEMBERSHIP

The top three answers for strength or advantages we have for **RECRUITMENT** were our **Christian Faith, Historical Ties and Fellowship.**

Depending on the situation, one might add to the discussion what our charities are, how impressive our ritual is and how we can send you to take free leadership training. IT IS UP TO YOU FOR HOW TO USE THESE DATA

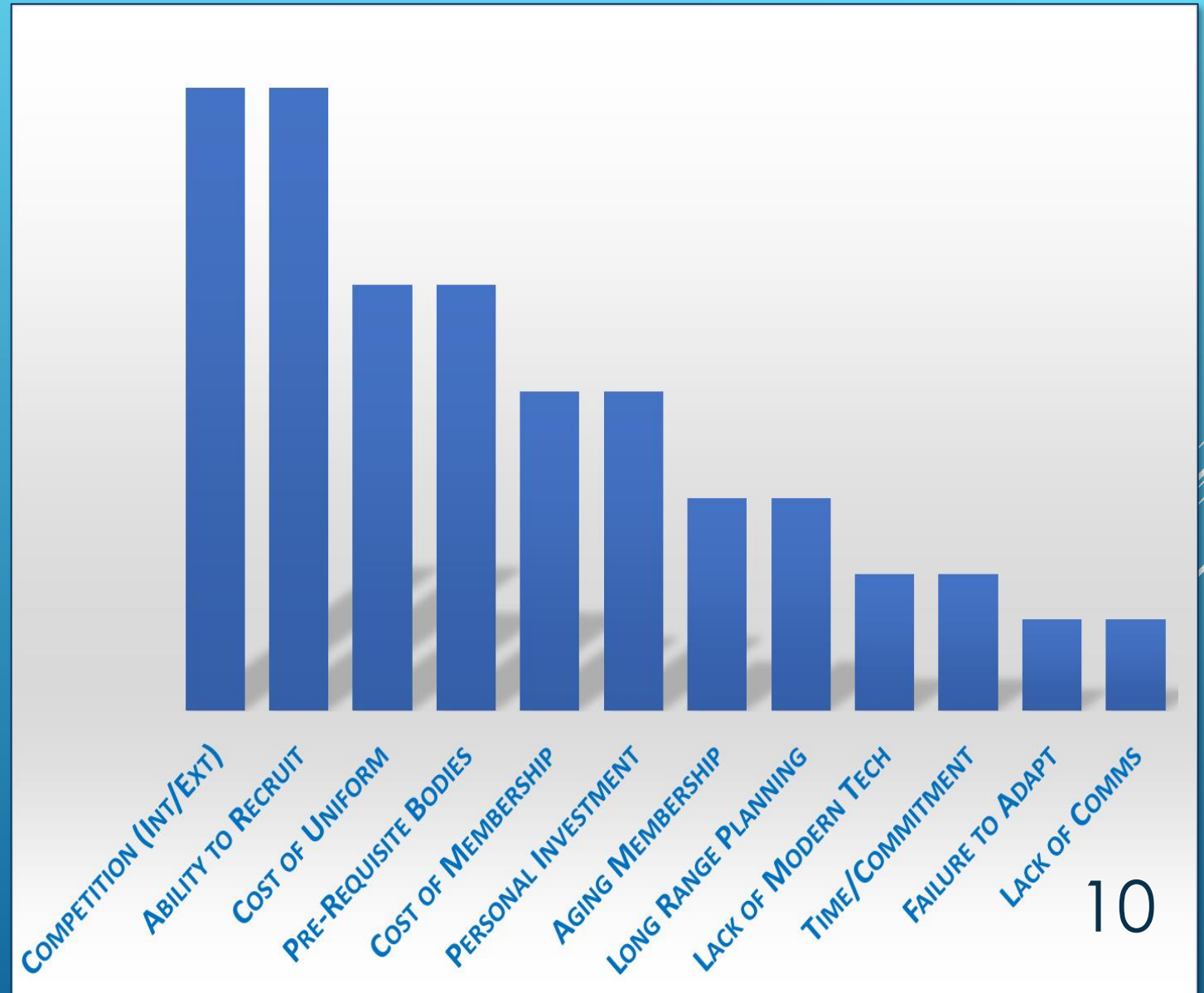


GRAND ENCAMPMENT MEMBERSHIP

What weaknesses in our ranks do we suffer as we look at Recruitment?

Competition and the Ability to Recruit. Everybody and their brother are looking for a few good men. How do we present ourselves to make Templary the place where everyone wants to be?

CONCEPT: Develop “*Leadership 105 – The Complete Recruiter*” and make it KT specific and only KT available



GRAND ENCAMPMENT MEMBERSHIP

WE DON'T JUST MAKE THIS STUFF UP



The screenshot shows the official website of the U.S. Army Recruiting Command. At the top left, there is a circular logo with a star and the word 'RECRUITING' above it, and a smaller 'U.S. ARMY' logo below it. To the right of these logos is the text 'U.S. ARMY RECRUITING COMMAND OFFICIAL WEBSITE'. Further right is a search bar labeled 'Search U.S. Army Recruit' and social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn. Below this is a yellow navigation bar with links: HOME, ABOUT USAREC, JOIN THE USAREC TEAM, IN-SERVICE OPPORTUNITIES, HOW CAN I HELP?, JOIN THE ARMY, and U.S. ARMY RECRUITING NEWS. The main content area features the 'Recruiting and Retention College' logo on the left, which includes a shield with a figure and the text 'RECRUITING AND RETENTION COLLEGE' and 'U.S. ARMY'. To the right of the logo is the text 'Recruiting and Retention College', '1929 Old Ironsides Avenue, Fort Knox, KY 40121', and '(502) 624-3247'. Further right are two circular emblems: one for 'U.S. ARMY RECRUITER MASTER' and another for 'CAREER COUNSELOR'.

If the US Army has a dedicated training program for recruiting and retention, why can't we do the same?

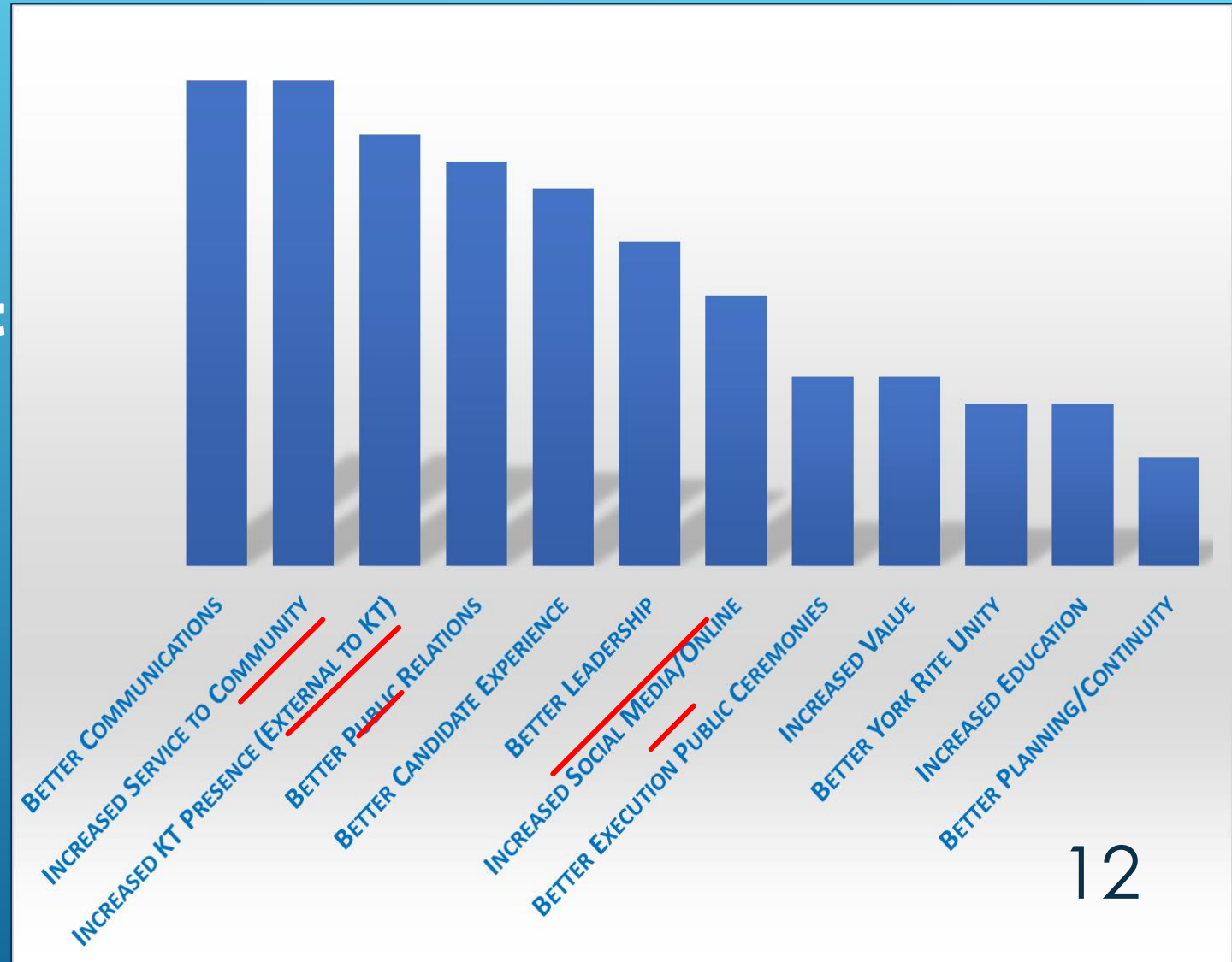


The image shows the cover of the 'USAREC MANUAL 3-32 THE ARMY RECRUITER'. The cover has a dark, textured background. At the top, the title 'USAREC MANUAL 3-32 THE ARMY RECRUITER' is written in white. Below the title is a large circular emblem with the word 'RECRUITING' in an arch at the top, a central shield with a bell, and stars around the bottom. In the foreground, a young woman with a backpack is talking to a man in a military uniform. At the bottom left, the date '9 March 2022' is printed. Below the date is the text 'DISTRIBUTION RESTRICTION: Approved for public release, distribution is unlimited.' and 'HEADQUARTERS, US ARMY RECRUITING COMMAND'. A small blue '11' is visible in the bottom right corner.

GRAND ENCAMPMENT MEMBERSHIP

Using the SWOT analysis results for OPPORTUNITIES, what are your top three items we should be looking into further as it pertains to RECRUITMENT?

How do these results compare?



GRAND ENCAMPMENT MEMBERSHIP

Q: If we use the Scottish Rite recruitment website to entice Blue Lodge membership, do you think we should have a companion program that makes an appeal to the potential



YES: 88%



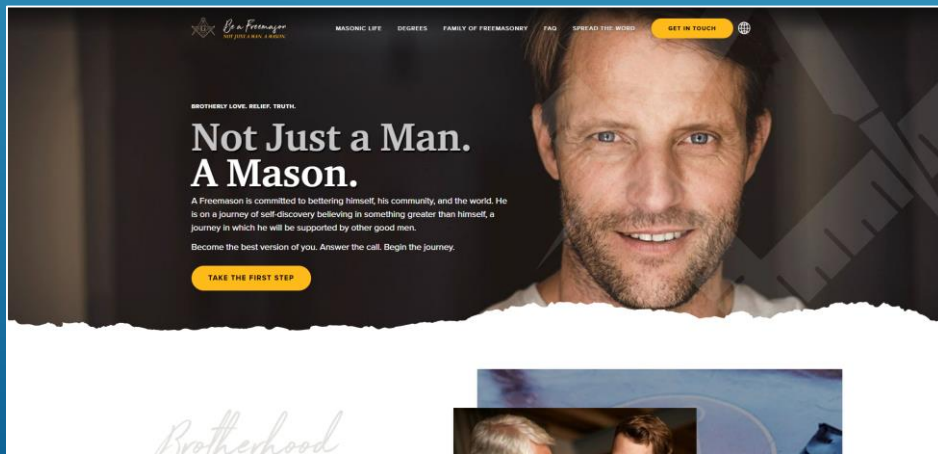
13

GRAND ENCAMPMENT MEMBERSHIP

Q: The Scottish Rite has developed the www.bea Freemason.org website and has said that any organization can use it for their recruitment programs.

Do we want to use their approach, or should we invest in developing our own?

USE THEIRS: 63%
BUILD OUR OWN: 37%



GRAND ENCAMPMENT MEMBERSHIP

The Grand Commandery of Indiana has developed their own video on RECRUITMENT. Should we seek their permission to use this material or do you think Grand Encampment should invest in making their own video to take back to the Blue Lodge to recruit members thereof to the York Rite?

USE THEIRS: 69%
BUILD OUR OWN: 23%

Indiana is working on a revision to their original video and has stated that we can use it when it is completed

GRAND ENCAMPMENT MEMBERSHIP

Do you think that the Grand Encampment should engage a professional marketing firm to help develop a professional campaign aimed at Recruitment?

YES: 60%
NO: 40%



GRAND ENCAMPMENT MEMBERSHIP

Do you think that having items like the US Flag and/or the Square and Compasses on the uniform would help the general public understand better who we are?

YES: 56%
NO: 32%



GRAND ENCAMPMENT MEMBERSHIP

**What did you think
about the parade/table
banner?**

POSITIVE:89%

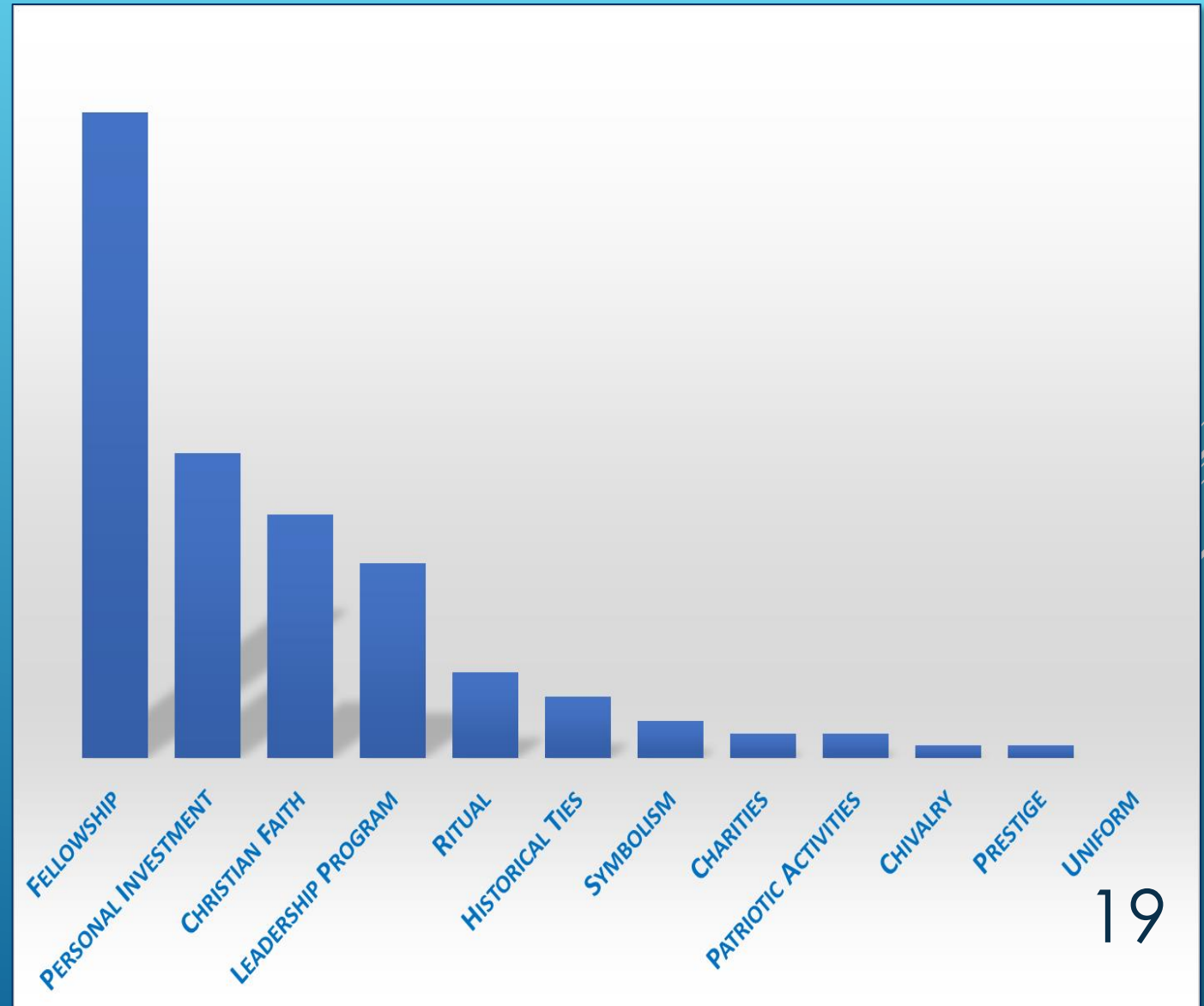


GRAND ENCAMPMENT MEMBERSHIP

What are the top three items of **STRENGTH** that you think we should utilize in our efforts in the area of **RETENTION**?

The majority of you believe our greatest strength towards retaining our members is our **Fellowship**

Do you think that those who left would agree with this?

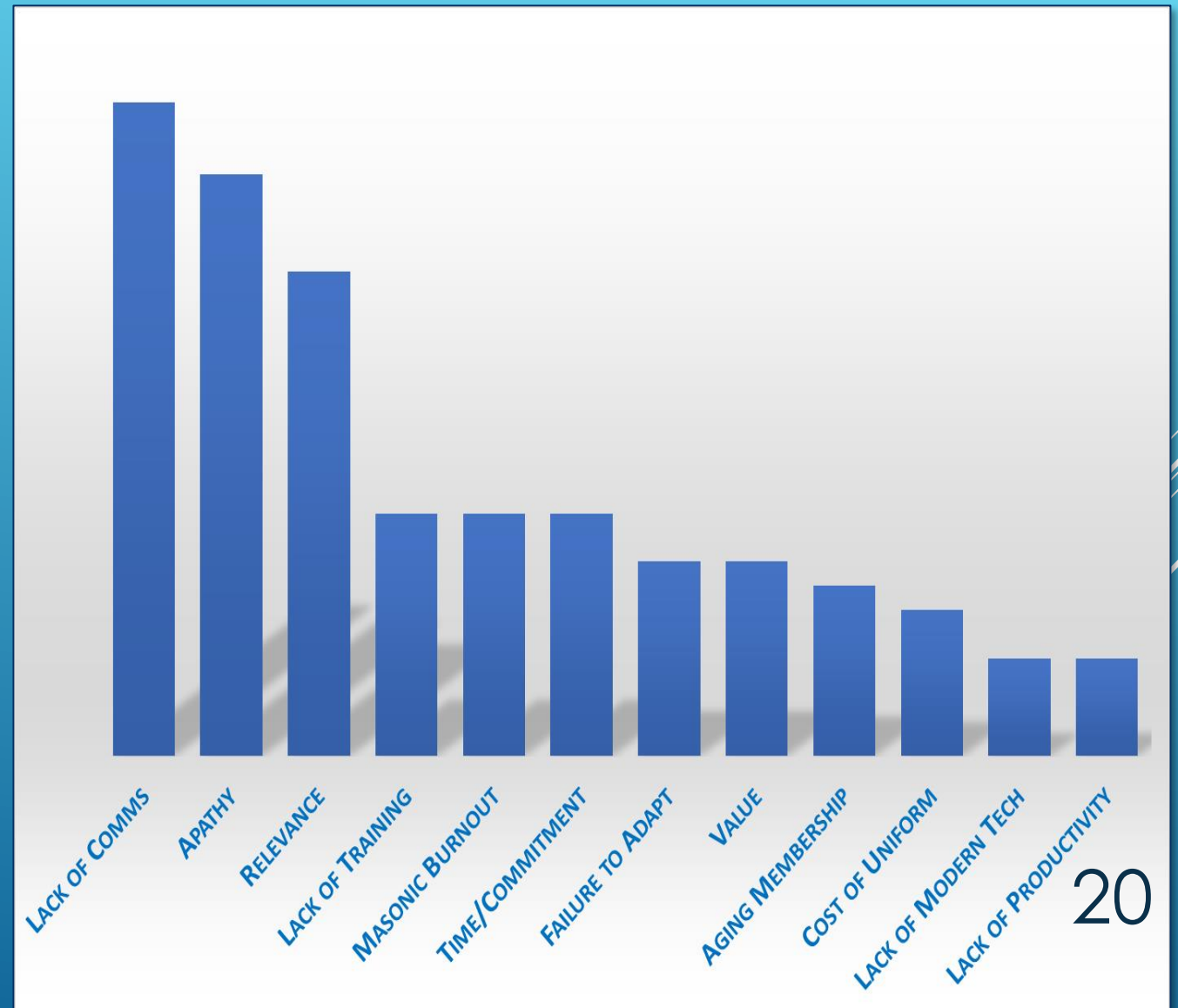


GRAND ENCAMPMENT MEMBERSHIP

Considering the SWOT analysis results for WEAKNESSES, what are the top three items we should be concentrating our efforts to overcome as it pertains to RETENTION?

Can the top three, Lack of Communications, Apathy and Relevance be fixed?

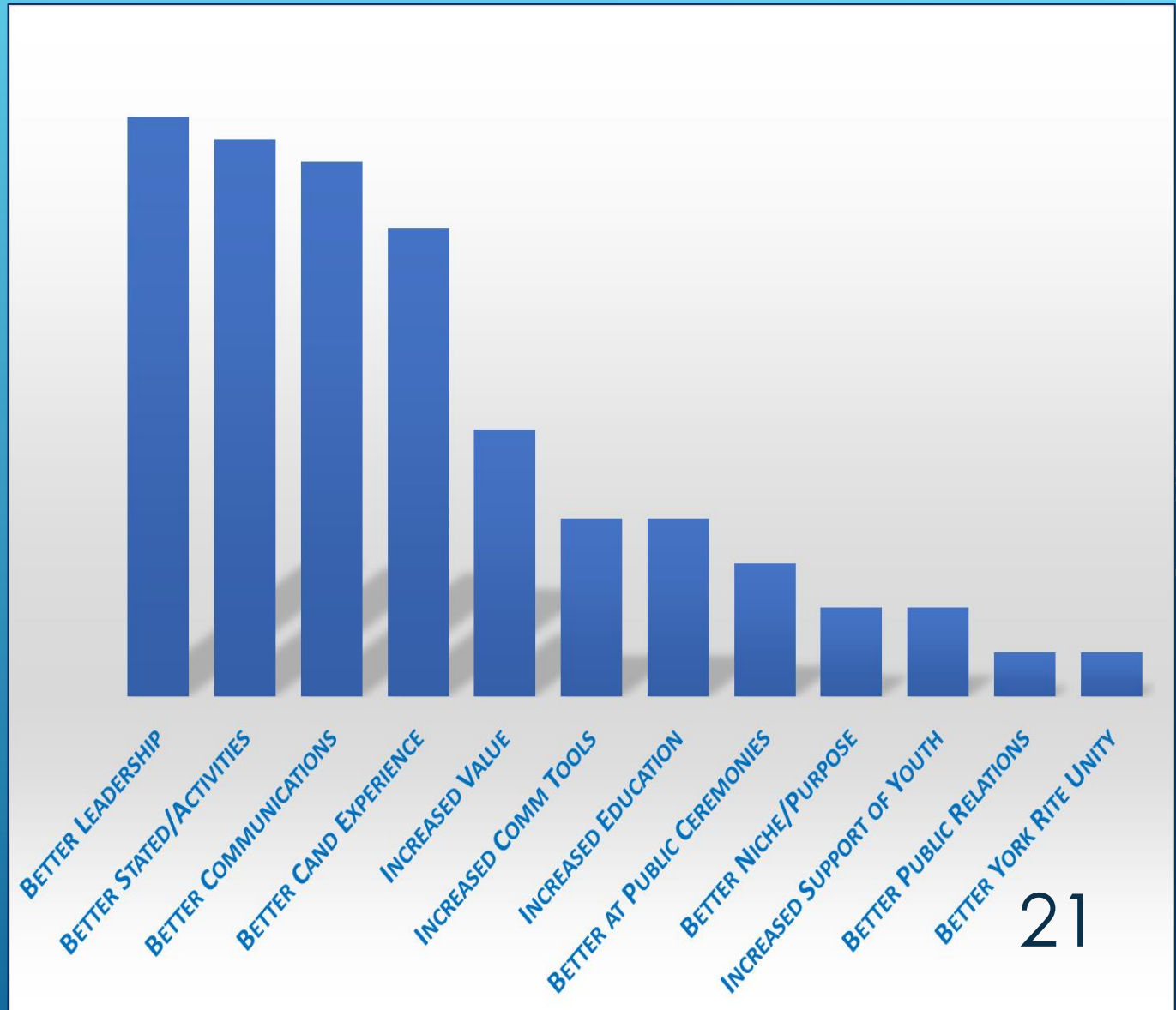
Only if YOU do something about them



GRAND ENCAMPMENT MEMBERSHIP

Considering what OPPORTUNITIES we have when it pertains to RETENTION, what are your top three items we should be looking into further?

- ▶ Can we train our folks to be better leaders?
- ▶ Can we do more at a Stated than coffee and donuts?
- ▶ Better Comms? With this being the digital age, the means of better communications is at our fingertips.
- ▶ Better Candidate Experience? We tell folks that we have the best ritual but then we stack our candidates in a class of 50 and watch them fall asleep on the sidelines while we do poor presentations



GRAND ENCAMPMENT MEMBERSHIP

Would your state be interested in further development of the Companion Conductor program for usage within your jurisdiction?

YES: 88%

- ▶ **This not a GE administered program as some of your comments reviled about**
- ▶ **It was a concept for candidate relationship building developed by Hamilton Commandery #5 in Connecticut**
- ▶ **All we did was plant the seed with you. It's up to you take the idea and make it yours**
- ▶ **Want to know what specifically HC5 was doing for this program?
HC5KT@comcast.net will put you in touch with SK Stuart Drost**



GRAND ENCAMPMENT MEMBERSHIP

Do you believe the Short Form of the Orders benefits or impresses the Candidate?

NO: 80%

The Short Form is there so WE can bang 'em out and move them on to what is next because headcount is more important than impression. That gets the BS card!

Should we change ENHANCE the Short Form of the Orders as written and develop an Ample Form which teaches the best lessons not just the passwords?

YES: 72%



GRAND ENCAMPMENT MEMBERSHIP

Should we survey our NEW Sir Knights to solicit their opinion about their Knight Templar experience?

ALL OF YOU THOUGHT THIS WAS A GOOD IDEA! This is up to YOU to enact

If yes, do you think we should solicit their opinions via a form or personal contact?

**YES:
100%**

Personal Contact: 54%
Form: 15%
Both: 31%

GRAND ENCAMPMENT MEMBERSHIP

Should we survey our EXISTING Sir Knights to solicit their opinion about their Commandery?

YES:80%

If yes, do you think we should solicit their opinions via a form or personal contact?

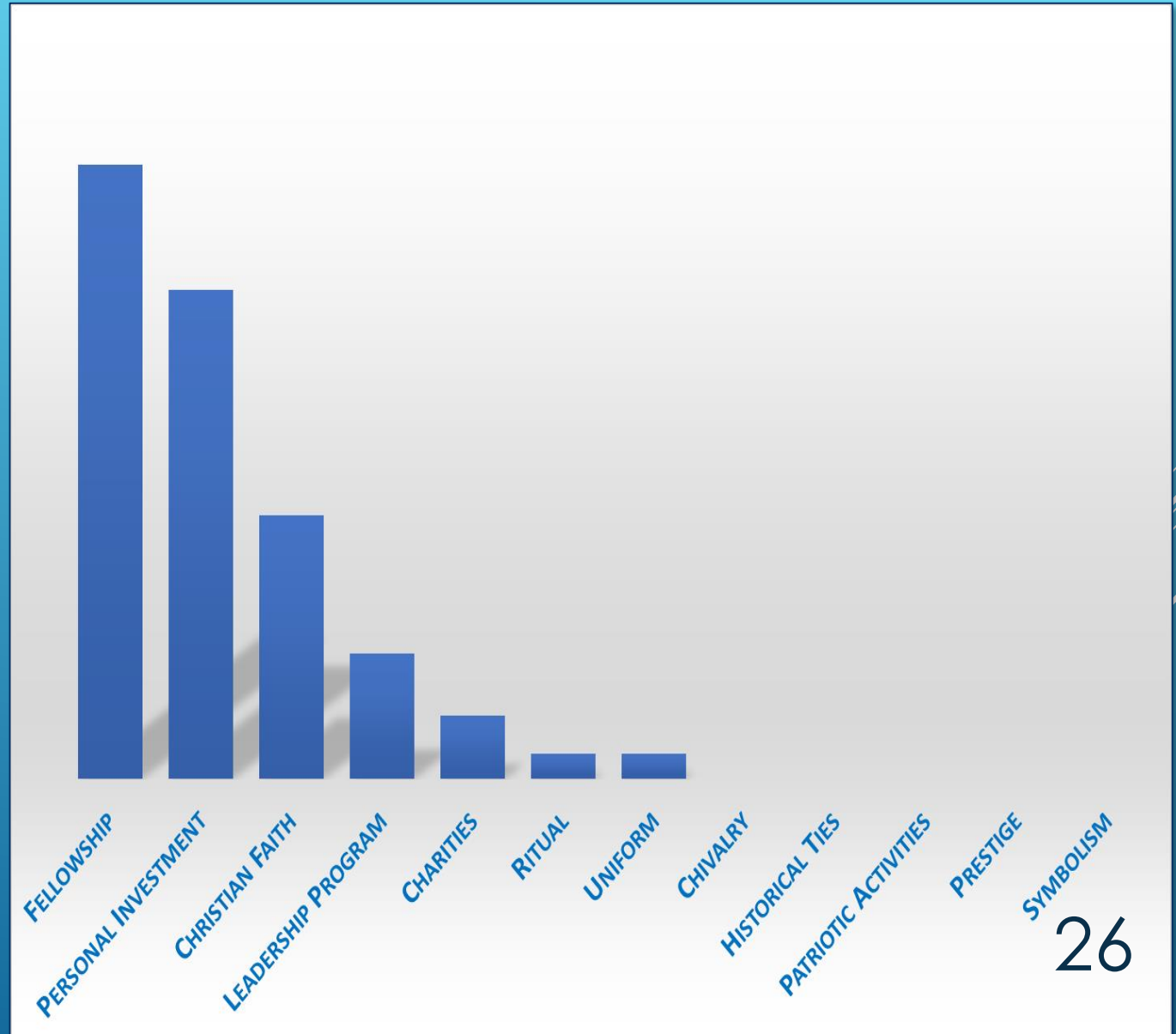
Personal Contact: 47%
Form: 26%
Both: 26%

GRAND ENCAMPMENT MEMBERSHIP

What are the top three items that you think are the most important STRENGTHS to concentrate on for the area of REINSTATEMENT?

Do you think your clique is Fellowship? What Personal Investment does a festival candidate have that went through Short Form ORC, Short Form OOM and a poor Full Form OOT and then was never contacted again?

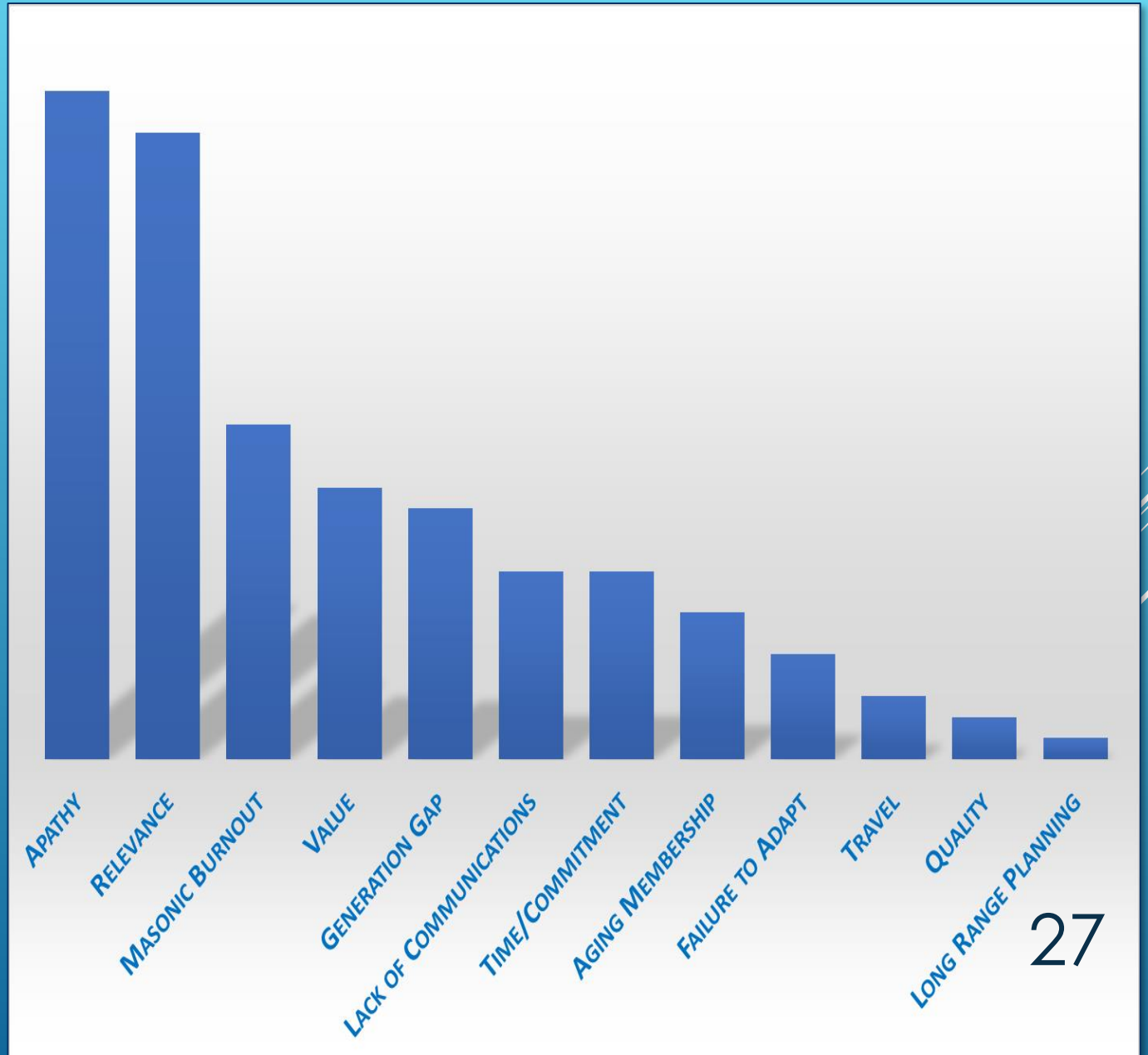
What do you do with your constituents besides the opening and ritual that involves our Christian Faith that makes this a strength to bring someone back?



GRAND ENCAMPMENT MEMBERSHIP

Using the SWOT analysis results for **WEAKNESSES**, what are the top three items we should be concentrating our efforts to overcome as it pertains to **REINSTATEMENT**?

The first two are characteristics that behavior modification can overcome. How do you address #3?



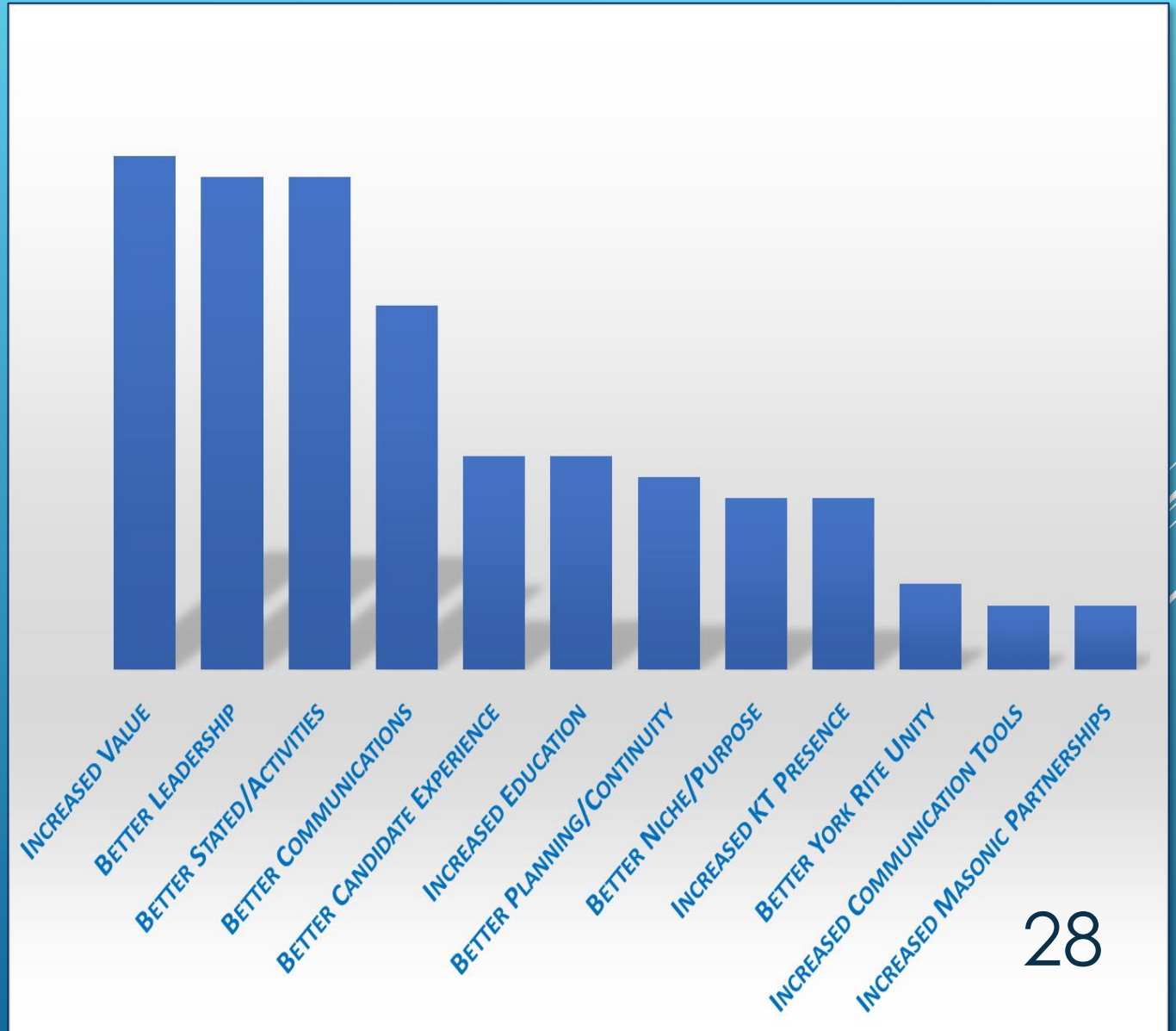
GRAND ENCAMPMENT MEMBERSHIP

Using the SWOT analysis results for OPPORTUNITIES, what are your top three items we should be looking into further as it pertains to REINSTATEMENT?

Better Leadership has been a repeat offender on these lists. Do we not elect our leadership at the local, state AND national level?

Are they incompetent? Have Toxic Leadership tendencies? Apathetic in their execution?

How did they get from the bottom of the line to the top?



GRAND ENCAMPMENT MEMBERSHIP

**Should we expend
the effort to
determine if any
Demitted or NPD
members is
interested in
returning?**

**YES:
83%**



GRAND ENCAMPMENT MEMBERSHIP

Should we develop the central library and place it on the website for our membership to access?

YES:100%

IT'S IN THE WORKS!

If Yes, should we password protect it?

**YES:
71%**



GRAND ENCAMPMENT MEMBERSHIP

BRINGING IT ALL TOGETHER

If we asked you to write a targeted talk for the categories listed below, are you armed to go do so?

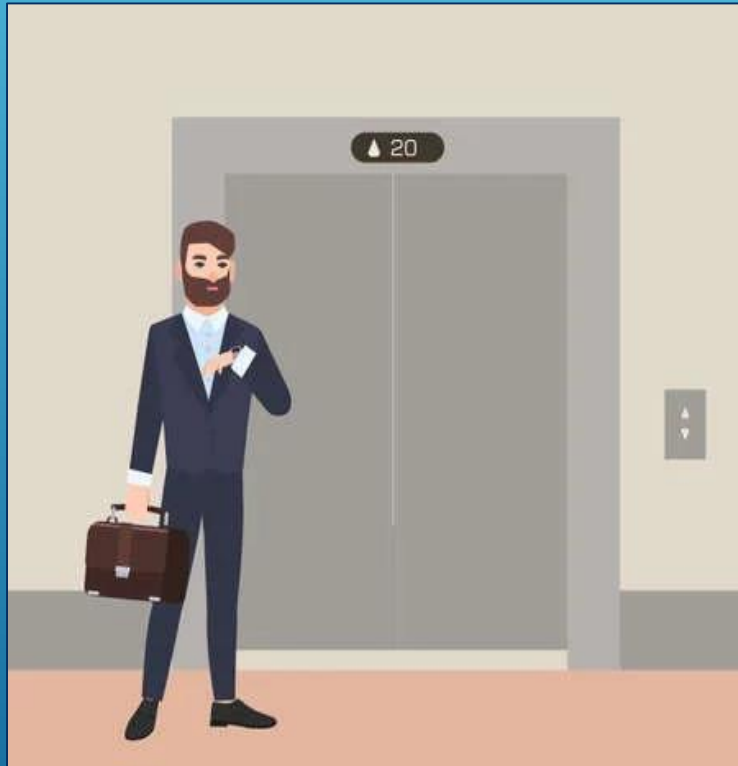
- ▶ **Target-1: DeMolay Youth**
- ▶ **Target-2: Newly Raised Brother**
- ▶ **Target-3: A Fellow Parishioner**
- ▶ **Target-4: A Coworker**
- ▶ **Target-5: Your Newest Sir Knight**
- ▶ **Target-6: Former Active Member Now Suspended**
- ▶ **Target-7: A Sideline Knight**
- ▶ **Target-8: Flag Presentation Audience Member**

Do any of your presentations change any if the prospect was 20 or 40 or 70 years old?



GRAND ENCAMPMENT MEMBERSHIP

BE PREPARED



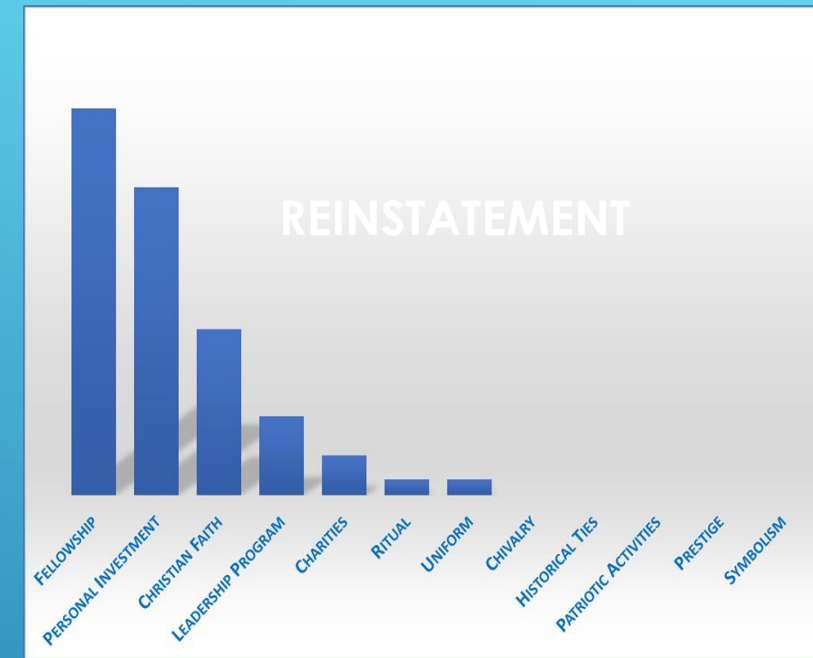
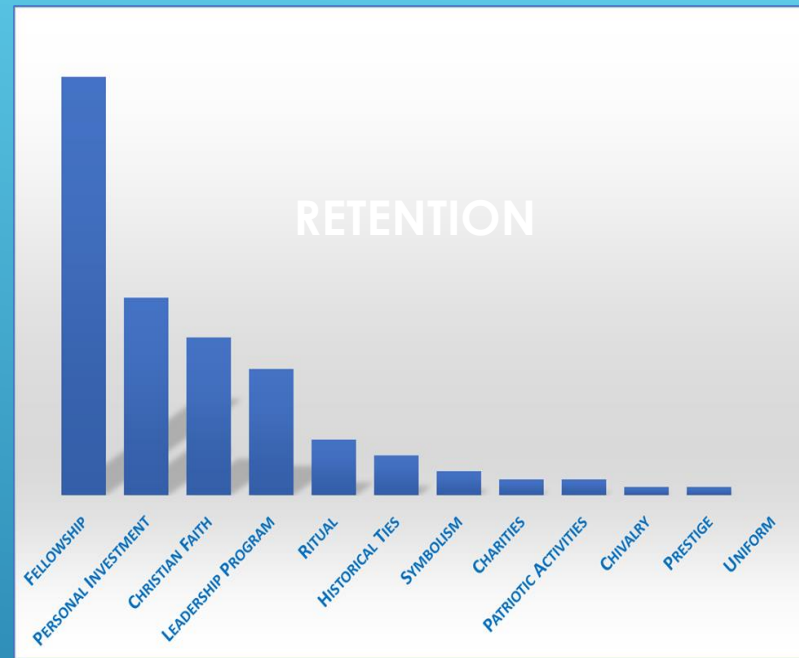
An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone – A TARGETED TALK

It's called an elevator pitch because it takes roughly the amount of time you'd spend riding an elevator with someone

How will you introduce yourself, get your point across, and ask to stay connected—all before that person gets off the elevator!

- **TARGET YOUR PITCH**
- **MAKE IT PERSONAL**
- **PRACTICE**
- **HAVE AN ASK**
- **FOLLOW UP**

GRAND ENCAMPMENT MEMBERSHIP WORKSHOP RESULTS - STRENGTHS



1. CHRISTIAN FAITH
2. HISTORICAL TIES
3. FELLOWSHIP
4. CHARITIES
5. RITUAL
6. LEADERSHIP PROGRAM

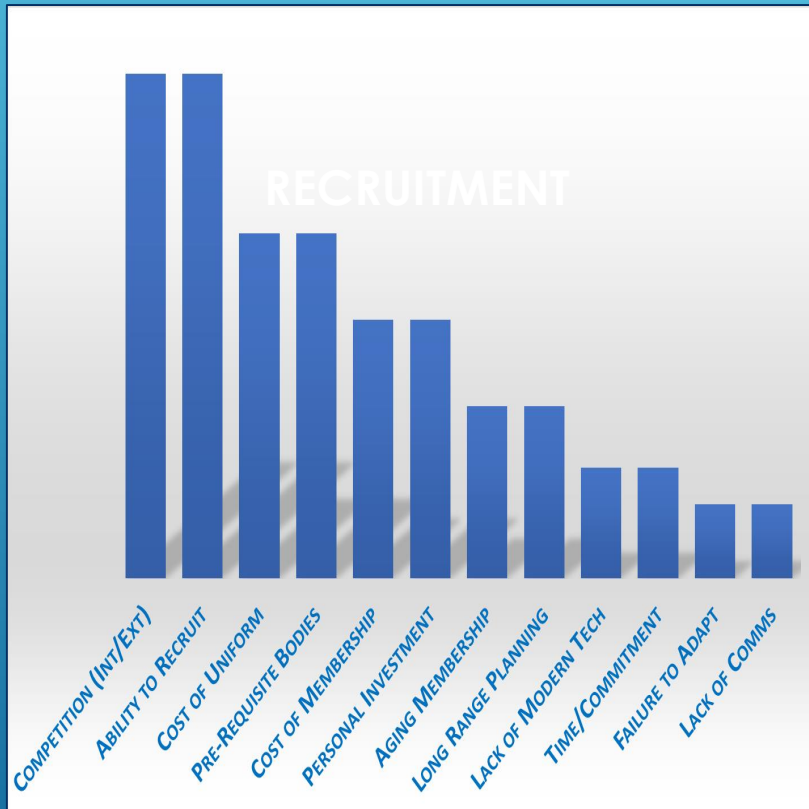
1. FELLOWSHIP
2. PERSONAL INVESTMENT
3. CHRISTIAN FAITH
4. LEADERSHIP PROGRAM
5. RITUAL
6. HISTORICAL TIES

1. PERSONAL INVESTMENT
2. CHRISTIAN FAITH
3. LEADERSHIP PROGRAM
4. CHARITIES
5. RITUAL
6. FELLOWSHIP

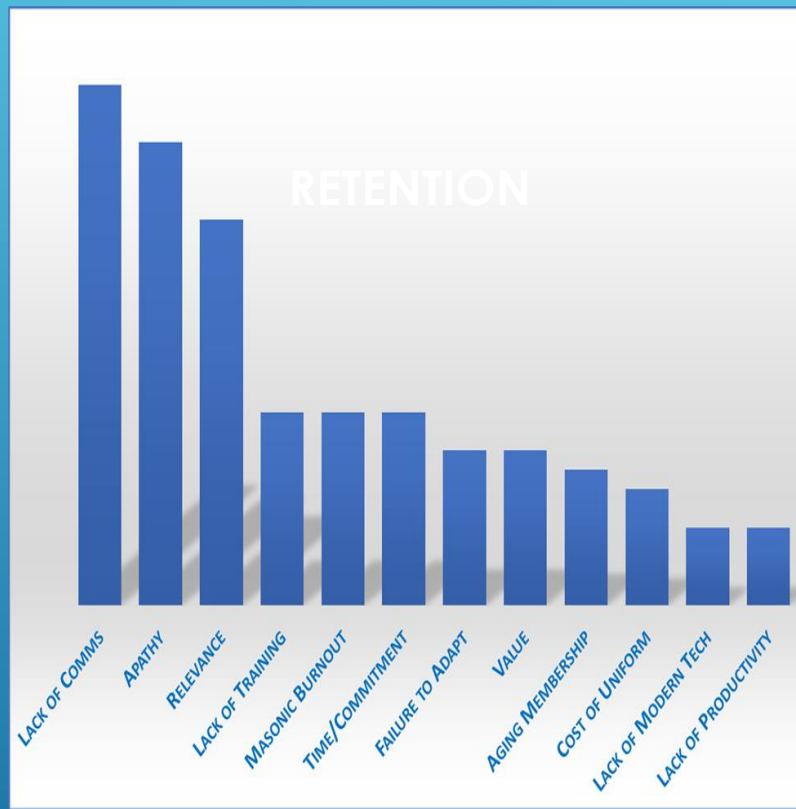
GRAND ENCAMPMENT MEMBERSHIP

WORKSHOP RESULTS - WEAKNESSES

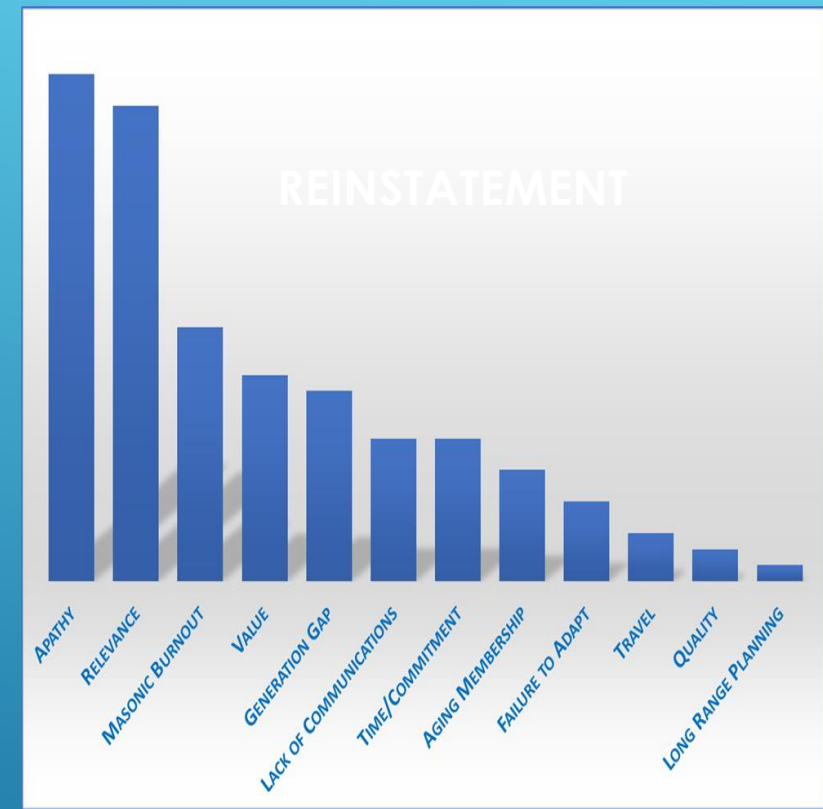
WE STILL HAVE WORK TO DO – HOW DO WE OVERSOME THESE?



1. COMPETITION
2. ABILITY TO RECRUIT



1. COMMUNICATIONS
2. APATHY
3. RELEVANCE

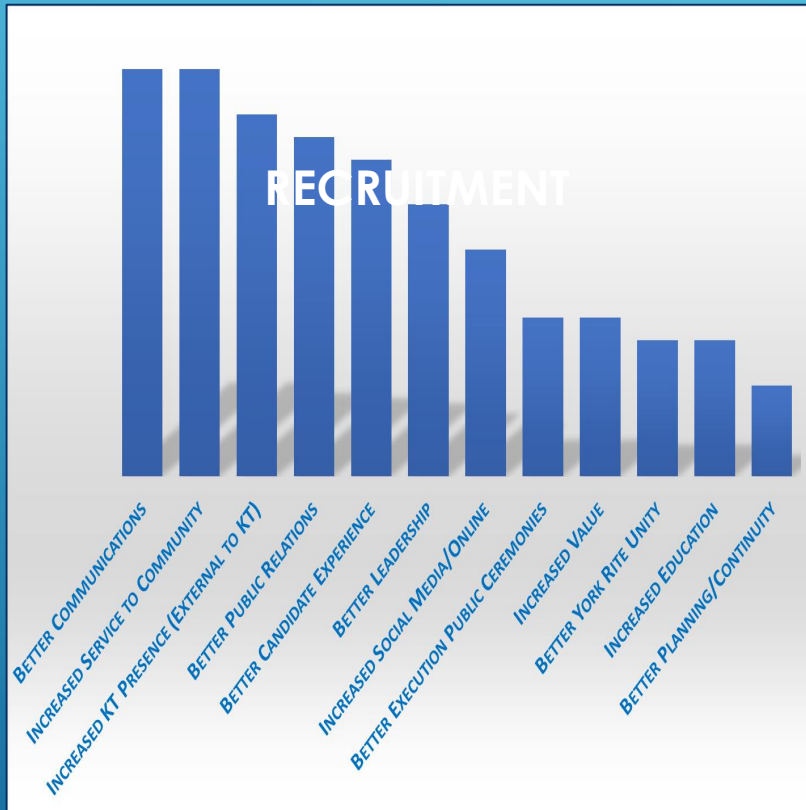


1. APATHY
2. RELEVANCE

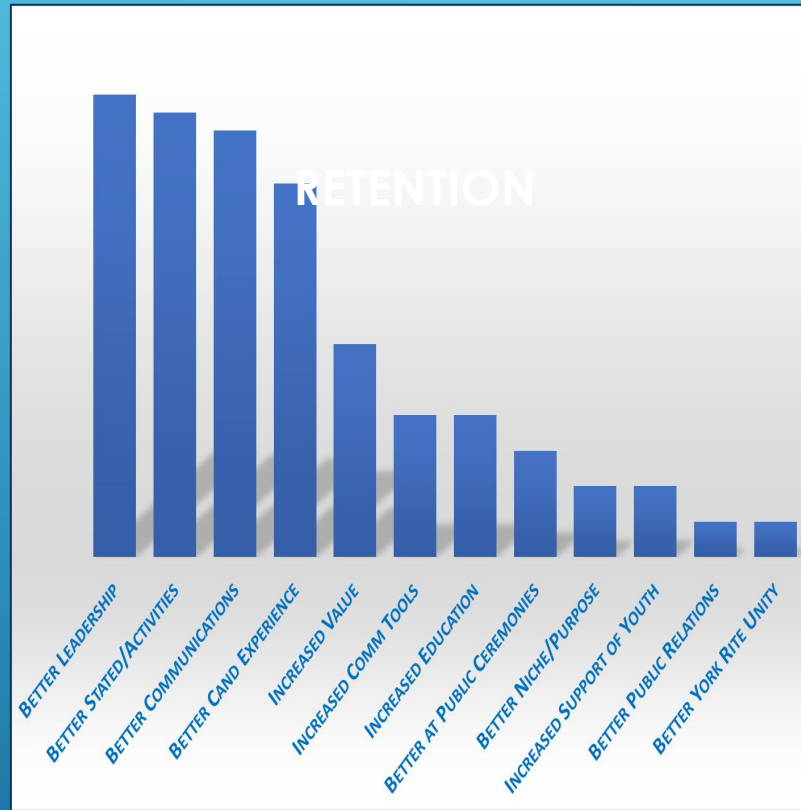
GRAND ENCAMPMENT MEMBERSHIP

WORKSHOP RESULTS - OPPORTUNITIES

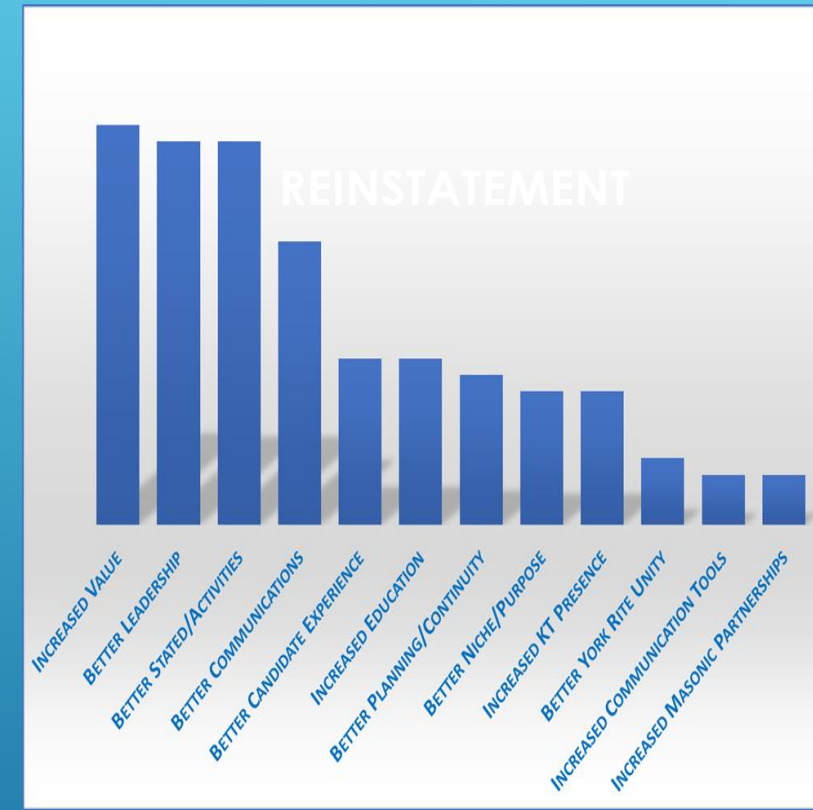
IN YOUR OWN WORDS – THESE WE CAN DO



1. COMMUNICATIONS
2. COMMUNITY
3. PRESENCE
4. PUBLIC RELATIONS



1. LEADERSHIP
2. STATED/ACTIVITIES
3. COMMUNICATIONS
4. EXPERIENCE



1. VALUE
2. LEADERSHIP
3. STATED/ACTIVITIES
4. COMMUNICATIONS

LET'S TAKE A SHORT 10 MINUTE BREAK



As a function of his plan to strengthen our membership numbers last October MEGM Johnson first sent out a letter to all Grand Commanders directing them to work together with their Grand Line Officers to complete a form with their projected goals for membership for each of the 3 years of the 69th Triennium. Those forms were to be submitted to the GEKT Membership Committee by 12/31/2021. Unfortunately, there were several Grand Commanderies that failed to comply with that directive.

Consequently, MEGM Kussman followed with this letter, which states his full support for that original directive.

Sir Knights, we need your full support and cooperation to complete this task.



Grand Master's Bulletin 2022-02
May, 2022

I fully supported SK Michael Johnson as he began this 69th Triennium as MEGM on his position that "Membership" was one of his top priorities. I still support this proposition, not only in an effort to increase our numbers, but to ensure that we implement such programs that meet the needs and fulfill the aspirations of our fraters as we labor to retain our members for the future.

Months ago, Grand Master Johnson sent out a letter to every Grand Commander and his suite of officers (DGC, Generalissimo, Captain General), with copies to the Grand Recorder, Membership Chairman and Department Commanders . In that directive he ordered you to work together to come up with a set of membership goals in order to complete a report back to the GEKT Membership Committee by 12/31/2021. You were all to work together to develop those numbers and indicate your unified agreement to those goals by each of you signing the document as an indication of your concurrence. Unfortunately, only 24 Grand Commanderies complied with this directive. If you have received this letter then you are one of the 26 remaining jurisdictions that failed to heed his directive. **Therefore it is my directive that each of you will now work together to complete the report (copy attached) and return it to my office with copies to the GEKT Membership Chairman, SK William A. Garrard not later than June 30, 2022. Sir Knights.**

As you work to develop these numbers, I want you to take the additional steps to come up with a plan on just how you intend to accomplish these goals. The old cliché, "*Those who fail to plan.....plan to fail*" comes to mind. A good strategic plan lays out all of the tasks, measurable goals and timetables or "mileposts" designed to track your progress towards accomplishment of your goals. Do this as you work to complete this report, because I will be asking you for your completed strategic plans within the next 3 months.

I have faith in each of you that you realize just how important this effort to strengthen our membership is to the future of our beloved fraternity and that you will make every effort to see that we accomplish our goals. I/we depend upon your full support, leadership and dedication to make this all happen.

If you have any questions on this, please address them to the GEKT Membership Chairman SK Garrard (email: wagarrard1@gmail.com, Cell: 602.321.0882). His contact information is:
W.A. Garrard email: wagarrard1@gmail.com
370 W. Cherrywood Dr. Cell: 602.321.0882
Chandler, AZ 85248

Attachment: Grand Encampment Membership Goals for the 69th Triennium



WHO IS RESPONSIBLE FOR MEMBERSHIP?

**Responsibility for Membership is
“Everyone’s” job,
not just the Recorder’s or “the
other guy’s” responsibility**



► **Where does Templary stand today?**

UNITED STATES TEMPLARY HAS EXISTED IN ONE FORM OR ANOTHER FOR SOME 245 YEARS. WE FIRST BECAME A SUPREME BODY IN 1816 IN NEW YORK. AS WITH MOST ORGANIZATIONS OVER TIME, WE HAVE HAD PERIODS OF GROWTH AND ALSO TIMES WHEN OUR NUMBERS DECLINED.

HOWEVER, WHEN WE REVIEW THE PAST 25 YEARS YOU WILL SEE THE LONGEST STRING OF LOSSES IN OUR HISTORY.

NOTE: THE LAST TIME WE HAD A NET GAIN WAS IN 2002, [+22]

IT IS VITAL THAT WE LOOK BACK ON OUR NUMBERS IN ORDER TO IDENTIFY IMPORTANT TRENDS, HOW AND WHY THEY OCCURRED AND CAN WE COPY OR IMPROVE ON OUR POSITIVE RESULTS AND CORRECT THOSE PROGRAMS THAT MAY HAVE CONTRIBUTED TO OUR NEGATIVE NUMBERS.

WE MUST BE FULLY AWARE OF OUR STRENGTHS, WEAKNESSES AND OPPORTUNITIES THAT EXIST OR FACE OUR FRATERNITY TODAY, THEN TO DETERMINE HOW WE WILL UTILIZE THIS INFORMATION TO OUR BENEFIT.



GRAND ENCAMPMENT MEMBERSHIP



THIS GRAPH REPRESENTS EACH OF THE TRIENNIAL YEARS FROM THE 60TH THROUGH THE 68TH TRIENNIAL, ENDING WITH OUR MEMBERSHIP NUMBERS AS OF 7/30/2022.

1997	210,019
2022	<u>-65,942</u>
	(144,077) A 69.9% LOSS OF OUR MEMBERSHIP



- ▶ **Following a discussion among friends about all the problems in the world that troubled them, a wise man once responded with this sage advice:**
- ▶ **“Rather than hearing you say ‘*someone*’ should do something about this, we would all be better off if he said ‘I will do something to change this.’”**
- ▶ **Everyone in this room is a leader in our Masonic fraternity. Even though some might refer to Masonry as a “volunteer” organization, we all should know better. Each of us took a vow, especially our officers, that we would uphold the Constitution, laws and edicts of our Grand Encampment and the MEGM.**
- ▶ **What say you? Will you stand up and take control.....or do we simply wait, saying I don’t need to worry “someone else” is always there to take care of it for me.**

▶ **If it is to be...it is up to
me.**



WHAT DOES THIS MEAN TO US?

Do we have enough staff today to accomplish our goals, let alone conduct our daily affairs?

Critical Juncture

That “tipping point” where the number of our active members has declined to the point that our ability to complete our daily tasks, let alone our goals, are critically threatened.

**More applicable to our situation, it may be defined as:
“That point where the fraternity starts on a negative path which is difficult to alter.”**

**Apathy, social changes, time requirements,
someone else will step up to do this.**





If you fail to plan, you are
planning to fail!

~ Benjamin Franklin

AZ QUOTES





'A goal without a plan is just a wish.'

--Antoine de Saint-Exupery--

WHAT GETS MEASURED.....GETS DONE.

Peter Drucker



GRAND ENCAMPMENT MEMBERSHIP

STATE A reported to us that for each year of this triennium they were going to knight XX per year more than they had in previous years, reduce suspensions by YY% and bring back Z number of members who had left.

They never communicated any of this to the Commandery within their jurisdiction

- ▶ What was the Recruitment Plan to get the increased initiates per year?**
- ▶ What strategy was each Commandery going to employ to reduce suspensions?**
- ▶ Who was going to reach out to the departed to encourage them to come back?**

Definition of Lip Service: an avowal of advocacy, adherence, or allegiance expressed in words but not backed by deeds

Mission and Vision

Fitting the Pieces Together

Mission

One or two sentences that describe who we are
And what we do. It should be written so as to inspire.

Vision

Where do you see your membership numbers by the
end of this 69th Triennium?
What do you envision for this Grand Commandery in 3
years from now?

Goals

Establish your goals utilizing S.M.A.R.T.
Specific
Measurable
Achievable
Relevant
Time Bound

Strategy

First, conduct a SWOT analysis which identifies:
Where your resources lie.
Assign Responsibilities, Authority and Timelines.
Review results periodically and adjust as needed
Communicate the plan throughout the organization





Mission Statement

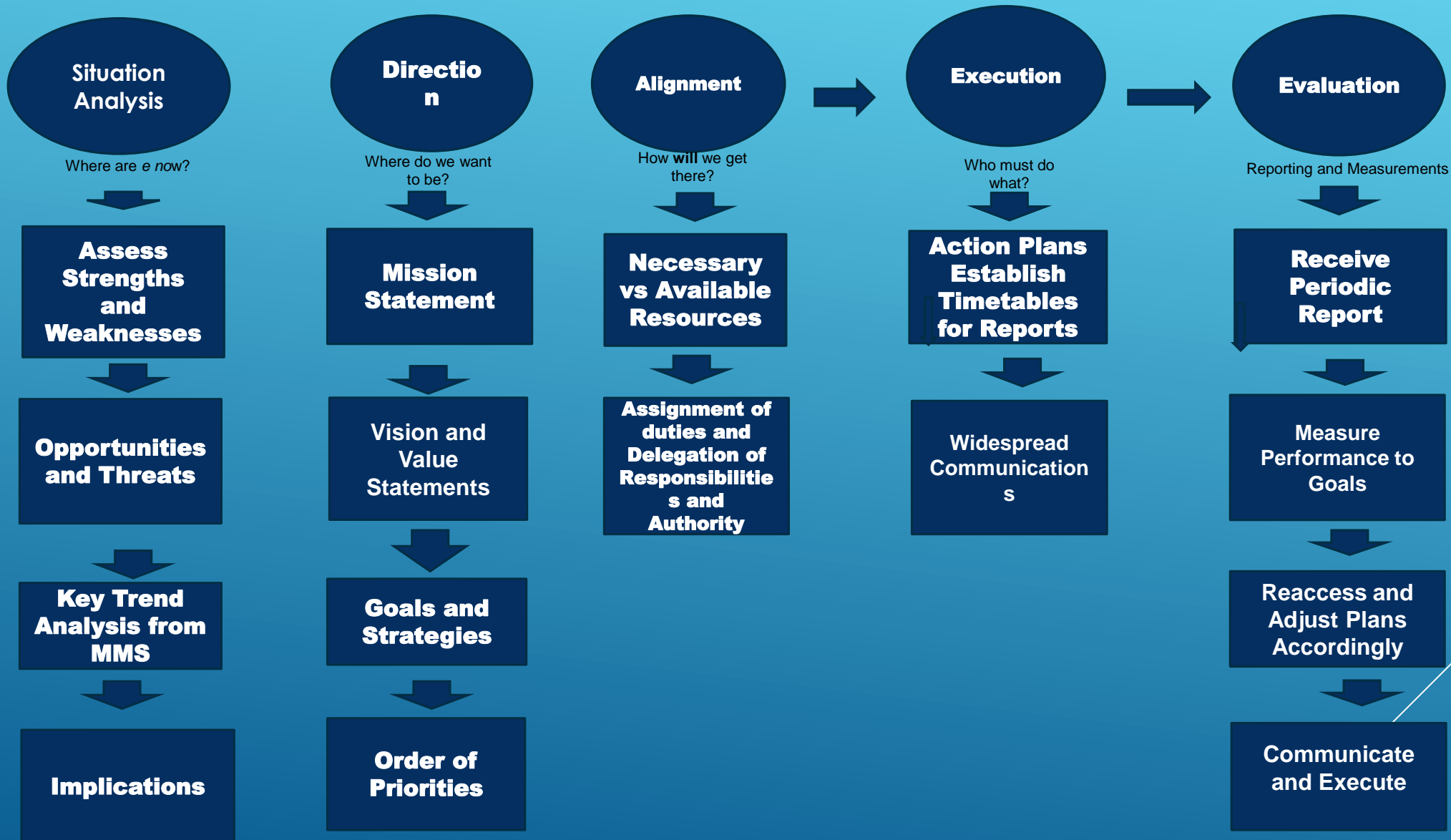
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STEP-BY-STEP PROCEDURES FOR CREATING A STRATEGIC PLAN



- ▶ **Let's add something to the traditional 3 R's (Recruitment, Retention, Reinstatement and Relationships).**

RECLAIM - Embrace those tenets of our fraternity upon which we were founded The legacy of the Masonic Knights Templar is well known to us, but we should not “assume” that everyone else knows who we are, what we stand for and what we do for Masonry and the communities we live and serve in.

REBUILD - Refers to our efforts to strengthen our numbers, not just in a quantifiable nature, but more for the **QUALITY** and dedication of those new Sir Knights we bring in.

And finally,

REINVENT - which might be the most important of these. We would all agree that the world we live in today is much, much more different than the world we grew up in. We should not fear “change”, but understand it more, take advantage of the opportunities and control your destiny. Evolution is a way of life. If we fail to evolve and grow, then we will fail and wither away.



▶ **WORKSHOP – GOAL SETTING –
STRATEGIC PLANNING**

▶ **PASS OUT MATERIALS (Printed
copies of last year's workshops)**



► Today we have:

WE ALSO HAD A THOROUGH REVIEW OF THE COMBINED RESULTS OF YOUR LABORS WITH THE WORKSHOPS LAST YEAR AND HOW THEY CAN BE UTILIZED IN FUTURE PLANNING.

**WE HAVE DISCUSSED WHY WE THINK OUR MEMBERSHIP NUMBERS ARE IMPORTANT
WHAT THE TRENDS IN OUR NUMBERS INDICATES TO US
AND HOW THIS WILL IMPACT US**

NEXT, WE DISCUSSED THE NEED TO SET GOALS AND TO DEVELOP A PLAN ON HOW WE INTEND TO ACHIEVE THOSE GOALS.

IF WE ARE TO BEGIN TO GROW AGAIN, WE NEED TO RECLAIM, REBUILD AND REINVENT OURSELVES WITHOUT LOSING SIGHT OF OUR HERITAGE AND THE BASIC TENETS OF OUR FRATERNITY AS PROUD KNIGHTS TEMPLAR.





**THANK YOU ALL FOR YOUR ATTENTION TODAY
WE NEED EACH AND EVERYONE OF YOU, EVERY SIR KNIGHT
TO BECOME INVOLVED IN PROMOTING OUR MEMBERSHIP IN TEMPLARISM**

Please call, text or email either one of us if you ever have a question, comment or suggestion that pertains to our overall Membership Program. We need your support and cooperation.

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